

# **CLEARWATER DOWNTOWN DEVELOPMENT BOARD**

May 8, 2013 – 5:30pm – City Hall – 3<sup>rd</sup> Floor Council Chambers

Members Present:	David Allbritton	Chairman
	Craig Rubright	Treasurer
	Thomas Wright	Member
	Dennis Bosi	Member
	Paris Morfopoulos	Member
	Tony Starova	Member
	John Herndon	Member
Also Present:	Paul Gibson	Ex-Officio/Councilmember
	Jay Polglaze	Ex-Officio/Councilmember
	Geri Campos Lopez	Director, Economic Development & Housing
	Anne Fogarty France	Board Administrator

**The meeting was called to Order at 5:30 p.m.**

## **1. Citizen Comments – Items Not on the Agenda**

Member Starova commented that the series of first Friday Farmer's Markets that were held January through May, funded by the CDDB, did not seem to work. There were no farmers or produce and it did not attract many people.

## **2. Super Boat Championship Post Event Report**

Frank Chivas gave the board an overview of the event and its benefit to Clearwater and the region.

Member Bosi asked what was happening with World Championships moving here from Key West.

Mr. Chivas responded that they were definitely looking for a different venue. He anticipated having the race here by the end of 2015 and hopefully as a 10 day event. He said they would need a lot of space for motor homes, crews, etc. and that Coachman Park would need to be expanded.

Member Starova thanked Mr. Chivas for what he was doing. He suggested that with the Star Spectacular on Saturday, to have music on Friday and Saturday at Coachman Park along with other local things (i.e. high school band, Threshers). He also suggested making it a three day celebration, Friday - Sunday.

Member Bosi asked if there would be more boats next year, since there were fewer in the boat village from last year.

Mr. Chivas confirmed the decrease from 36 to 34 boats. He also explained that because travel expenses are high, the later in the year the race is held, the number of participants decreases. He would like to have stock class, 12 to 14 boats in one race and combined classes so there are four classes and two races

Chairman Allbritton complimented Mr. Chivas on maneuvering the boats around Cleveland Street for the boat parade.

Member Wright asked about the economic impact.

Mr. Chivas reported \$14.9 million in three days, an increase from the year before. Bright House contributed to the success.

3. **SeaBlues/Blues Walk and Festival Post Event Report** - Brian Craig was not present.

4. **Clearwater Harbor Marina Update – Bill Morris, Harbormaster**

Mr. Morris reported on the downtown boat slips. With 126 slips they are at 80% occupancy, with an agreement to keep 12 slips vacant for larger transient vessels. They have locked gates and security. Some of the slips were rented out for the year. Also, the Boat Club out of Indian Rocks Beach had people coming on non-event weekends and staying a couple of nights.

Member Herndon asked if signs could be posted directing people to CSD bars, restaurants and shops.

Mr. Morris said that they had partnered up with Jolly Trolley to take their guests to nearby cities.

Member Starova said there should be better connection between the marina and downtown and asked about flyers.

Ms. Fogarty France referred to the new brochure which was placed in the Harbormasters building for boat slip tenants. She also advised that merchants could provide their flyers to be available for tenants.

Member Herndon asked if there was future consideration in making the boat slips into an actual marina.

Mr. Morris said that they are limited by the Charter as to what can be done. There would need to be a referendum, which would affect future plans for the park. They have maximized the use of space with tenant locker rooms, washers/dryers and restrooms.

Chairman Allbritton asked about the status of the art sculpture that was going to be placed there.

Mr. Morris said it was ready, but unable to proceed until the location of the aquarium was decided.

Member Morfopoulos asked if they planned to increase the rates.

Mr. Morris said they would like to raise rates in increments, but wait until next year and see what the competition was doing. They couldn't compete with amenities, so they couldn't go too high until Coachman Park was redesigned.

Member Wright asked if the boat slips were breaking even or profitable, and about the amount of time left for the CDDB's annual commitment of \$50K.

Mr. Morris said that with the \$50K from the CDDDB they have positive cash flow. They only have one person working there at a time, although they need two. They are trying to maintain a positive cash flow and provide the best customer service. He said the DDB commitment was for ten years and there were four years remaining.

Member Wright complimented Mr. Morris for doing a good job and felt they made a good investment.

**5. Approve the Minutes from the April 3, 2013 Regular Monthly Meeting**

**Member Bosi moved to approve the minutes from the April 3, 2013 meeting. The motion was duly seconded and carried unanimously.**

**6. Adopt March 2013 Financial Statement for Filing**

**Member Wright moved to adopt the March 2013 Financial Statement for filing. Ms. Fogarty France noted changes to Expenditures in Excess of Revenue. The motion was amended to include the changes. The motion was then duly seconded and carried unanimously.**

**7. Approval of Proposal from Clearwater Downtown Events to Produce "Every Friday's a Blast!" Events**

Mr. Sturtevant, Clearwater Downtown Events, said that with Blast Friday's success they have an opportunity to move forward with small events and are proposing one every Friday night.

He said that Blues Walk was an eye-opener for everyone in that they didn't close any streets for this event. There were 5 bands on the street and a large number of people attended. Another small event that was a big success was the Star Spectacular Blues, Bikes & BBQ.

Mr. Sturtevant proposed holding 17 events, every Friday (except on Blast Friday nights) through September. The group would handle the entertainment, promotion and management with the focus on having music on the 400 and 600 blocks of Cleveland Street. Outside bands would play from 5:30 – 8:30 p.m. and from 8:30 – midnight, bands would play inside of Capitol Beer House, Tony's and the Loft. The merchants would work together and major media partners agreed help promote the event. The budget shows \$100 per event to manage the event and they are working with Jeff Hartzog to find the right person to do this task.

Member discussion ensued regarding locations of the bands on the streets, expense associated with street closure and total monetary request.

Member Bosi expressed his disappointment at the lack of merchant participation in the Merchant's Association meetings and his reluctance to agree to funding for the proposal.

Member Starova said there is merchant participation as in paid dues and agreement to stay open during the events.

Mr. Sturtevant said the merchants are very fragile; they weren't making much money apart from Blast Friday. If they could have one good night a week to make money it would help them.

Member Herndon suggested taking a chance, there was great potential for success.

Treasurer Rubright expressed concern that an event every week might become stale and that the board was already over budget and suggested doing this over a test period.

Chairman Allbritton said this year would be only 17 weeks. A manager could get additional outside funding. He said this would be good filler until September since Capitol Theatre is closed for renovations.

Member Morfopoulos asked whether from a fiscal responsibility position it would be better to wait until next year to start.

Member Starova stated the bars and restaurants will pay for their own bands. He referred to the seminar a couple of months earlier and the discussion regarding "Where is the Fun"? He further stated that music works.

Member Wright moved to fund Every Friday's a Blast in the amount of \$11,610 for 17 weeks. The motion was duly seconded. Members Allbritton, Herndon, Rubright, Starova and Wright voted "Aye"; Members Morfopoulos and Bosi voted "Nay". Motion carried.

#### **8. Approval of Proposal from NDMAND Media Solutions for Downtown Clearwater Promotional Videos**

Elaine Mann presented her proposal for a set of three promotional videos which target 1) residents, 2) businesses and employees and 3) visitors and tourists at the cost of \$6,600.

Member Starova asked if the videos could be displayed on screens at Coachman Park to which Ms. Mann responded yes they could.

Chairman Allbritton liked the target audience idea for each video.

Member Bosi asked if any were focused around the Cleveland Street District.

Ms. Mann said they would use an overarching message of "Discover Downtown Clearwater", but focus on Cleveland Street District. They could each stand alone, but could also be blended together to give a longer video for the Chamber (for example).

Member Herndon questioned whether the resident piece was needed at this time.

Ms. Campos Lopez said this was just for the production of the video, not specifically identifying the locations for distribution.

Member Wright said this was a good first step for the promotion we want to do and asked what the next step would be.

Member Bosi asked Ms. Campos Lopez if the CRA had plans to promote the CSD.

Ms. Campos Lopez said it was a concern to them also and discussion of roles and responsibilities would be a topic to address at the next conversation.

Member Bosi suggested to make it small scale for businesses to play and questioned whether they needed 3 videos to promote the Cleveland Street District.

Member Morfopoulos thought it might be premature to do this before the theatre renovations were complete and before the marine aquarium was approved to locate here.

Ms. Mann said the images and music in the videos could be edited.

Chairman Allbritton said it may be a good idea to start with a promotional video with the things we have. He asked for a proposal for one video.

Ms. Mann said if it's done one at a time, the cost will increase.

Member Wright asked for a preliminary story board to have a better idea of what they would be producing.

Ms. Mann said there would be a focal person to work with them all the way and that a story board would be presented.

Member Bosi was appointed to be the DDB member to work with NDMand along with board administrator Anne Fogarty France.

Member Herndon said he would like to see other examples of past work.

Ms. Mann said they could see some, but they wouldn't echo the customized video that would be produced for CDDB.

Member Morfopoulos commented on the difficult budget process already at hand and the need to show fiscal restraint.

Ms. Mann suggested playing the video in the Harbormasters office. Then the people would be more willing to come up the hill.

Member Bosi asked what the CRA's plans were on promoting the Cleveland Street District.

Ms. Campos Lopez said promotion wasn't in the budget yet. However, it was her opinion that the CDDB needed to bring in professional marketing and needed to do it now. It needs to be a comprehensive component by someone who has the expertise. But the CRA cannot just choose Ms. Mann, they have to have a competitive bid.

Ms. Mann said the intent is to have the videos done by mid-July. They can be built on for a large campaign.

**Member Wright moved to move \$6,600 from the fund balance to create a line item for the production of three promotional videos by NDMand Media Solutions. The motion was duly seconded and discussion ensued.**

Member Bosi asked about who would incur the cost of showing the videos.

Ms. Mann said that there are many venues that have screens, i.e. the Chamber of Commerce, Tony's and others.

Member Starova said that Capitol Theatre agreed to show the videos before their programs.

**The Chairman called for a vote and Members Allbritton, Herndon, Rubright, Starova, Wright and Bosi voted "Aye"; Member Morfopoulos voted "Nay". Motion carried.**

#### **9. FY 2013-2014 Budget Brainstorming Session**

Members will review the preliminary budget outside of the meeting and submit ideas to Ms. Fogarty France. Ms. Fogarty France agreed to meet with each board member individually before the next meeting.

#### **10. Final Comments**

Treasurer Rubright stated they got a lot accomplished tonight and that 17 weekly events will be good.

Member Bosi noted that the video is long overdue; Friday night events may be missing the boat – he thinks we should have promoted it but not paid for the bands.

Chairman Allbritton felt that we have a great board, some visionary members and some members watch the budget. Hopefully this will generate interest from the rest of the merchants.

Member Morfopoulos stated that two projects that came before us are good. He chose not to support the projects because the board has already gone over budget.

Member Starova thanked the board for their support for the Friday Night "Live After Five" proposal.

Member Herndon distributed some literature to members and asked them to think about a long term solution for the palm tree lighting.

Ms. Campos Lopez said they were working with the Engineering Department to put public parking signs up on garages and that the parking fund will be able to pay for the signs.

#### **11. The meeting was adjourned at 7:47 p.m.**

## CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA

Wednesday, May 8, 2013 - 5:30 pm

05.08.13.01

**Member Bosi moved to approve the minutes from the April 3, 2013 meeting. The motion was duly seconded and carried unanimously.**

05.08.13.02

**Member Wright moved to adopt the March 2013 Financial Statement for filing. Ms. Fogarty France noted changes to Expenditures in Excess of Revenue. The motion was amended to include the changes. The motion was then duly seconded and carried unanimously.**

05.08.13.03

**Member Wright moved to fund Every Friday's a Blast in the amount of \$11,610 for 17 weeks. The motion was duly seconded. Members Allbritton, Herndon, Rubright, Starova and Wright voted "Aye"; Members Morfopoulos and Bosi voted "Nay". Motion carried.**

05.08.13.04

**Member Wright moved to move \$6,600 from the fund balance to create a line item for the production of three promotional videos by NDMand Media Solutions. The motion was duly seconded and discussion ensued.**

**The Chairman called for a vote and Members Allbritton, Herndon, Rubright, Starova, Wright and Bosi voted "Aye"; Member Morfopoulos voted "Nay". Motion carried.**