

## **CLEARWATER DOWNTOWN DEVELOPMENT BOARD**

June 6, 2012 – 5:30 PM – City Hall – 3<sup>rd</sup> Floor Council Chambers

|                         |                            |                                 |
|-------------------------|----------------------------|---------------------------------|
| <b>Members Present:</b> | <b>David Allbritton</b>    | <b>Chairman</b>                 |
|                         | <b>Dennis Bosi</b>         | <b>Vice-Chairman</b>            |
|                         | <b>Thomas Wright</b>       |                                 |
|                         | <b>(from 6:25 p.m.)</b>    | <b>Treasurer</b>                |
|                         | <b>Paris Morfopoulos</b>   | <b>Member</b>                   |
|                         | <b>Tony Starova</b>        | <b>Member</b>                   |
| <b>Also Present:</b>    | <b>Sean Belanger</b>       | <b>Member</b>                   |
|                         | <b>John Herndon</b>        | <b>Member</b>                   |
|                         | <b>Paul Gibson</b>         | <b>Ex-Officio/Councilmember</b> |
|                         | <b>Jay Polglaze</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 5:34 p.m. at City Hall.**

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

There were no citizen comments.

### **2. Presentation to Former DDB Ex-Officio Councilmember John Doran**

Chairman Allbritton asked former Downtown Development Board (DDB) Ex-Officio Councilmember John Doran to approach the podium and advised the audience the Mr. Doran was an Ex-Officio Councilmember to the Clearwater Downtown Development Board from 2005-2012 and that he has a Bachelor's Degree in Accounting, a Masters of Business Administration, and a Juris Doctorate, all from Indiana University. He works as an estate-planning attorney, CPA and Realtor and some of his past jobs were: developing and operating three restaurants in Lafayette and Terre Haute Indiana and a college bar in West Lafayette, Indiana.

Chairman Allbritton stated that Mr. Doran was a City representative to many boards and committees. During his time on the DDB he was part of the council that approved the city's purchase of the Capitol Theatre, the Clearwater Harbor Marina project on the downtown Bayfront, the Cleveland Street streetscaping Phase One and Two projects and efforts to revitalize the East Gateway neighborhoods.

Chairman Allbritton presented Mr. Doran with an award with the inscription: 'The DDB honors John Doran in appreciation for the years of outstanding support and dedication provided to the Cleveland Street District.'

Mr. Doran thanked the board for the award and stated that he really cares about Clearwater and feels like this is his home. He has been in the Clearwater area since 1983 and will probably remain here for the rest of his life. He has dedicated his life to improving downtown Clearwater and he knows that the city will continue to move forward with the help of the DDB and the City Council.

### **3. Report from DDB Auditor - Laura K. Brock & Laura Tatem, CBIZ Kirkland, Russ, Murphy & Tapp**

Laura Brock presented the results of the 2011 audit, thanked the Finance Department staff and Anne Fogarty France. She asked the board if they had any questions.

Vice-Chairman Bosi asked what the forty-eight thousand dollar loan to the Community Redevelopment Agency (CRA) was for to which Ms. Brock responded that it was money the DDB loaned to the CRA years ago for the Clearwater Auto project.

Chairman Allbritton asked what trends they are seeing in the government arena to which Ms. Brock responded that the only change they are seeing is that many entities are trying to cut back on everything.

Chairman Allbritton stated that the income from property values have gone down again this year and asked if they would consider reducing their fees for the board to which Ms. Brock responded that they have a five year contract with the board and they are currently on the third year.

Ms. Fogarty France stated that Kimberly Dupont was extremely helpful in getting glowing reports for the DDB from the auditors.

**Member Belanger moved to adopt the 2011 audit report as presented. The motion was duly seconded and carried unanimously.**

### **4. Clearwater Super Boat National Championship Post Event Report – Frank Chivas**

Brian Aungst, Jr. stated that Frank Chivas was the founder of the Super Boat event in Clearwater. This was the only event that connects Cleveland Street, the boat slips and Coachman Park. He provided board members with a flyer regarding the fourth annual event taking place this year, the plans they have for Blast Friday, and the economic impact study.

Mr. Aungst stated that the DDB's support is crucial to making this event a success and that last year the boat parade brought more than three thousand people to Cleveland Street. The boat slips were near capacity and it should be like that again this year.

Mr. Aungst stated that the impact report summary shows that the event had a total economic impact of thirteen million, five hundred forty thousand dollars from out of county visitors alone. Almost six thousand hotel rooms were used during this event.

Frank Chivas stated that every year they like to bring in something new and this year they are planning to have a seafood festival on the Saturday of the event. A Saturday concert will also be held on Cleveland Street by the tennis courts. They are trying to keep people in the downtown Clearwater area and by concentrating on the boat docks and Cleveland Street around the tennis court area they will be able to connect Cleveland Street to the downtown area.

Mr. Chivas stated that he hopes the DDB will support and sponsor the event again this year. They have been so successful in the past and the insurance cost is increasing.

Mr. Aungst stated that this event showcased downtown Clearwater and the boat slips. He hopes that the DDB will be able to support the event on the same level as they did last year.

Chairman Allbritton stated that the numbers are unbelievable and that the event keeps getting bigger every year. It brings a lot of people to the downtown area and it seems like Mr. Chivas has been providing a lot of the funding himself. He noticed that last year's commercials showed downtown Clearwater which brought great exposure to the city.

Mr. Chivas stated that they are now getting support from Cocoa Beach, Sarasota, and the Orlando area. This event is definitely growing and they have also had great weather for the past three years which allowed for a great turnout.

Ex-Officio/Councilmember Polglaze stated that based on the restaurants, Mr. Chivas has been a great supporter of the event on a financial level. He contributed twice as much from his personal income than what he requested from the DDB. Mr. Chivas responded that he has contributed one hundred thousand dollars to the event. He is also involved with the Clearwater Community Sailing Center and spends time with injured veterans taking them sailing.

Member Belanger stated that he likes the idea of holding more events on Cleveland Street and requested that he maybe move the Seafood Festival to the four hundred block to which Mr. Chivas responded that they cannot moved the Seafood Festival there and that Coachman Park does not connect to downtown Clearwater.

Vice-Chairman Bosi stated that he is sure that Mr. Chivas is aware of the DDB's financial situation and asked if they will not be able to put on the Super Boat event if they only receive five thousand dollars in sponsorship from the board. They have to support Blast Friday as well as other events and to contribute fifteen thousand dollars to this event is not feasible for the board to do again. Mr. Chivas responded that they will be grateful for whatever amount they receive from the board and that they want the DDB to be a partner in this event. He lives by the motto 'give more than you take' and he has found out that it pays to follow it. That is why he keeps giving to the community.

Member Starova stated that this is one of the significant events in downtown Clearwater and he sees the positive impact it has on Cleveland Street. He also stated that the flyer reads 'downtown Clearwater' instead of 'Cleveland Street District'. Mr. Chivas responded that they can change the wording on the flyer to read 'Cleveland Street District'.

Member Starova stated that the impact for Coachman Park and Cleveland Street is all connected. It will be better if they can get people to park in the parking garage and walk down Cleveland Street. He also stated that they need better exposure on the commercials. Ex-Officio/Councilmember Gibson responded that they have not talked about the benefits of Bright House advertising. If it brings people to the area, Clearwater will benefit from it.

Mr. Chivas stated that using 'Cleveland Street District' in the commercials is tough because they want to get people from other markets to come to Clearwater and people do not recognize 'Cleveland Street District' as a brand. He knows how important it is to the board to establish the brand and he will make sure that he gets the name across. He knows that Bright House advertising works and that is why they have been so successful. Every year the event keeps getting bigger and better and it will keep growing as long as the weather continues to be cooperative. The Super Boat World Championship race is held in Key

West every year. The organizers will be losing the thirty acres along the waterfront where the race is held due to development of the property. Every one that attends the race in downtown Clearwater loves the area and he is trying to get the organizers to hold the world championship event here. The event could end up being a fourteen day event held over two weekends during the slowest season of the year.

Member Starova asked if they are getting funding from the CRA to which Mr. Chivas responded no. Member Starova asked Mr. Chivas to see if there is any way to see if the CRA can contribute to the event as well.

Vice-Chairman Bosi stated that the CRA's budget is based on what funding the DDB provides for Blast Friday and asked if they will still hold their commitment if the DDB reduces funding for Blast Friday. Ms. Lopez responded that the CRA has funded Blast Friday in the past and they will have to discuss the its renewal when the contract is close to expiring.

Chairman Allbritton stated that in the past the race has fallen around the time when the fiscal year ends and the new one begins but this year is actually falling in this fiscal year. Mr. Chivas responded that they have to schedule their event according to when stone crab traps are put into place. Traps can be placed in the water ten days before the season actually begins and they cannot have the race during the same time that the traps are in the water. He also stated that they have to go through eleven different government agencies to put on the Super Boat race.

## **5. Sea-Blues Festival Post Event Report – Brian Craig**

Brian Craig thanked the board and stated that the DDB has sponsored several blues festivals in the past but 2011 was the first year that they held the Blues Walk kickoff on Cleveland Street. They kept the event simple this year and did not have a street festival. They wanted to involve the businesses on Cleveland Street and not have any street closures. Merchants created dinner and drink specials while the Sea-Blues Committee took care of the advertising to help bring the community to downtown Clearwater. Blues performers were playing inside three of the restaurants. The committee held a competition that required people to go through the businesses in the district. They received comment cards from each business they visited which increased their chances of winning the drawing. Between five hundred and seven hundred people attended this event.

Mr. Craig stated that advertisements were placed in the St. Petersburg Times and they worked with the merchants to assist with programming. The best part is that all activities took place inside the businesses. They advertised the merchants who were participating in the event. Krave, Green Organix and Tony's Pizzeria had indoor entertainment. The Sea-Blues Committee received a hundred percent positive feedback from merchants.

Mr. Craig stated that he will be back in July to talk about the event for 2013. They did not want to just bring people to Cleveland Street, they wanted to bring them into the businesses. He is looking forward to next year's event.

Chairman Allbritton stated that he was surprised to see so many people attend the event even though it was raining. It was one of the greatest things he has seen in downtown Clearwater and would like to see more of it.

Member Morfopoulos stated that a successful event like this does not just happen and that ninety percent of the success has to do with the hard work that goes into organizing the event. He thanked Mr. Craig for all of his team's efforts.

Chairman Allbritton asked if the Blues Walk's success had anything to do with the Sea Blues Festival following it to which Mr. Craig said absolutely.

Chairman Allbritton asked if he thinks they can hold the Blues Walk without having the Sea Blues Festival following it to which Mr. Craig responded that the event surpassed their expectations probably because they not only had the festival going on but also had entertainment and other events going on inside the businesses as well.

Member Starova stated that the Blues Walk is a perfect example of connecting Coachman Park to Cleveland Street. He congratulated Mr. Craig for all his hard work and stated that other events need to learn by example. The event was a huge success and they even had people coming from Sarasota to attend the festival. People were hopping from one restaurant to another and everyone had a good time. Each event has a different strategy and a lot depends on what kind of impact they want to have on Cleveland Street.

Mr. Craig stated that it was the right mix and match for this event and they had great support from the Downtown Clearwater Merchants Association (DCMA) as well.

Vice-Chairman Bosi asked what the funding was for this event to which Mr. Craig responded five thousand dollars for 2012.

Member Starova congratulated Mr. Craig for promoting Cleveland Street District and stated that all their marketing material included the phrase 'Cleveland Street District'. Mr. Craig responded that they wanted to do more to tie the brand name to the event but they did not have time to get the necessary approvals from the board.

Member Belanger asked if he had an outline of what the committee did for that event so that the board can share it with other event committees to give them an idea of what they would like to see to which Mr. Craig responded yes.

## **6. Blast Friday Post Event Report – James Raulerson**

James Raulerson stated that they had a very successful May event. From September 2011 to May 2012 they have had thirty one thousand five hundred guests attend Blast Friday. They have redesigned the stage area so that it gives room for more people to sit and relax. The committee is going to have a meeting to see how to make the events more successful. They are looking to hire different bands from different musical genres. The entertainment lineup will be released at the end of July or the beginning of August. They average about fourteen vendors per event and they have established a good relationship with the Rays. All the vendors are very happy and they do quite well at the events. The committee wants to keep the event similar to how it is running now and running the events through Capitol Theatre has made it a lot easier for them. They are happy with the relationship and are looking forward to next season. They would like to attract a younger crowd to Blast Friday.

Vice-Chairman Bosi asked if Blast Friday will be able to go on with less funding from the DDB to which Mr. Raulerson responded that majority of the money is spent on the quality of the acts as well as the sound system. If they do not receive full funding from the DDB they will have to cut that back. They are going after cash sponsors so that eventually the DDB will not have to fund Blast Friday at all. They will make Blast Friday work but may have to make some serious cutbacks.

Vice-Chairman Bosi stated that he has heard the radio commercials for Blast Friday and has noticed that 'Cleveland Street District' has been left out of the promotions and asked how they plan on promoting the district next year. Mr. Raulerson responded that Casanova contributed ten thousand to fifteen thousand dollars in kind sponsorship and that is why they have seen them in their advertisements. The Cleveland Street District's logo was included in TV commercials and newspapers.

Vice-Chairman Bosi stated that the goal is to build the Cleveland Street District brand and he does not see that happening to which Mr. Raulerson responded that they are having a meeting next week and he will bring this issue to the committee's attention.

Member Herndon asked why it reads 'Blast Friday Sponsored by Casanova' to which Mr. Raulerson responded that they were the largest sponsors.

Member Belanger asked if they would consider some young local high school bands that would probably play for free as opening acts. That will probably bring in a younger crowd as well as their parents to Cleveland Street. Mr. Raulerson responded that they are already doing that and that all opening acts are local bands.

Member Starova asked if this was the fourth year for Blast Friday to which Ms. Fogarty France responded that she believes they are completing their fourth year.

Member Starova stated that he does not think that the event is branded right. The marketing material says Blast Friday but it never mentions Clearwater. It should read 'Clearwater's Blast Friday' or 'Downtown Clearwater's Blast Friday'. They need to recognize that the event is held in Clearwater's Cleveland Street District. This is a signature event which should help establish the Cleveland Street District brand. It is helping merchants by bringing a lot of business to the area and they need to continue holding this event.

Vic-Chairman Bosi asked how long does Mr. Raulerson think it will take before Blast Friday is self sufficient to which Mr. Raulerson responded that it depends a lot on cash sponsors and the economy but he believes that it will not be much longer. He remembers when Clearwater began holding events almost fifteen years ago and it took a while for these events to grow. People are still discovering Blast Friday. This is something that will take a little time to be fully established.

Vice-Chairman Bosi thanked Mr. Raulerson for all his effort and for having entertainment for children as well.

Ex-Officio/Councilmember Polglaze stated that as the event moves forward it is important for them to generate cash sponsors. When they first started this event they approached the CRA with the understanding that they will receive funding for one year and that they have to work on getting cash sponsors because the city was not in any position to continually fund this event. They had some cash sponsors lined up for twenty five thousand dollars but there were some internal issues. Those people are still out there and the committee needs to approach them again.

Member Wright asked how he would compare Blast Friday with Dunedin and Safety Harbor to which Mr. Raulerson responded that they are doing pretty well in drawing people to downtown Clearwater. The entertainment is much better and local merchants are taking ownership of the events. It makes people realize that this is not one big street party and that people can visit the area all the time.

## **7. Strategic Actions to Address Homelessness and Request to Fund Sign Initiative – Ekaterini Gerakios**

Ekaterini Gerakios stated that the city of Clearwater is embarking on a new effort to strategically and systemically address the condition of homelessness in the community. As part of this effort, the city will be asking the general public, businesses, faith-based organizations, and non-profit agencies to join them in moving toward a system of engagement that no longer enables homelessness. The goal is to engage every homeless person into formal program services by partnering with other agencies throughout Pinellas County.

Ms. Gerakios stated that the city is working with a consulting firm headed by Dr. Robert Marbut, a Texas professor and consultant who formerly worked with the City of St. Petersburg to reduce their homeless population. After seeing the success that St. Petersburg and Pinellas Park recently had with their initiatives, the city of Clearwater has decided to use his expertise as well.

Ms. Gerakios stated that one of Dr. Marbut's recommendations is to have businesses post "No Trespassing" signs on their private property. This will allow officers to remove homeless people off the property. The cost per sign is sixteen dollars and three cents and they are requesting funding in the amount of one thousand six hundred three dollars from the DDB to cover the cost of one hundred signs.

Member Herndon stated that trespassing is not the issue since this is all public property and they cannot put 'no trespassing' signs on Cleveland Street.

Chairman Allbritton responded that he felt the city's initiatives will drive the homeless people off public property which will make them seek refuge on private property. In order to prevent that from happening, 'no trespassing' signs have to be posted on private property so that officers will be able to take action and remove homeless people off these properties.

Member Morfopoulos stated that he feels they will be removing the welcome mat if every business is lined with 'no trespassing' signs.

Ms. Lopez stated that it might be hard to envision the signs for businesses on Cleveland Street but once you get past that area there are hedges and side alleys that break up the properties.

Member Wright stated that he thinks that the homeless project is much bigger than just the part that Ms. Gerakios presented at this meeting. He would like to see a mock up of the signs before they make a decision on funding them.

Vice-Chairman Bosi asked if there is a timeframe on funding these signs to which Ms. Gerakios responded that they need to move immediately on this project.

Member Morfopoulos stated that when he asked what to do about the homeless situation he was told to go to the municipal building and they will give him a sign to post outside his business.

Chairman Allbritton stated that he owned a building and had problems with the homeless so he bought signs and posted them on his property. Ms. Gerakios responded that the sign that Chairman Allbritton bought was probably an eighteen by twenty four inch aluminum sign.

Ex-Officio/Councilmember Polglaze stated this is going to be a regulatory sign so businesses will have the option of posting it wherever they want to but the board must move quickly in making a decision because this project is going to drive homeless people into program services and out of the park. A lot of organizations such as Pinellas Hope, Metropolitan Ministries, and Salvation Army are buying into this programming and in order to get homeless people in the programs and the city needs to enact the ordinances.

Ms. Lopez stated that either the city or the CRA will be funding additional signs for the downtown and East Gateway areas. She reiterated that time is of the essence in making a decision.

Member Morfopoulos asked where the funding will be coming from to which Ms. Fogarty France responded that it could come from the Restaurant and Retail Recruitment Grant line item.

Member Wright stated that he hopes they are not funding the signs for East Gateway as well to which Ms. Gerakios responded that the board will just be funding signs for downtown Clearwater.

Member Morfopoulos stated that Ms. Gerakios had forwarded a map of the United States and asked if Clearwater was high on the list for homeless people to which Ms. Gerakios responded that Clearwater has the largest number of homeless people in the country per capita.

Member Wright stated that they have fifteen thousand dollars available in the Restaurant Recruitment Grant line item.

Vice-Chairman Bosi asked if they will be informing business about posting the signs up to which Ms. Gerakios responded yes.

City Manager Bill Horne addressed the board stating that the city attorney has met with Dr. Marbut to find out how far the city can go to make changes in the ordinances.

Member Herndon asked if the park closes at 9:00 p.m. how can homeless people sleep there after hours and why the city cannot enforce rules to prevent them from doing that. Mr. Horne responded that if the homeless are on public property and are not breaking the law the city cannot do anything about it. They cannot arrest them for sleeping in the park but they can arrest them for trespassing after hours.

Member Morfopoulos asked if they have taken census in the area to which Ms. Gerakios responded that they have talked to people in the Safety Harbor area and over three hundred fifty people have said that they slept in Clearwater.

Member Herndon stated that he sees the exact same people in the area every day. Mr. Horne again reiterated that they cannot arrest them as long as they are following the law which is what they are doing. The city will work out the protocol with businesses so that if an officer shows up at a business due to a homeless issue there will be no question on what they can do.



Member Morfopoulos asked why they cannot get someone to intern as part of the homeless project to go and talk to the people and find out why they are homeless. Mr. Horne responded that they are working with a team and that this process may sound easy but they need the staffing to get this done and it takes a lot more resources than most people think.

Ms. Lopez stated that a lot of homeless people have substance abuse and mental issues. Part of the project is to have an outreach team to help these people. Ms. Gerakios stated that they do have a social service team that goes out and talks to the homeless people so that they will be able to address all issues. All the directors from Clearwater are a part of this project and are taking it very seriously.

Ex-Officio/Councilmember Polglaze stated that he has spoken to some homeless people while working at Blast Friday and they have said that they like living on the streets. Even though they are homeless some are still getting income from their veteran's checks. They bathe in the fountains and many have drug and alcohol abuse problems. What the city does not see are homeless mothers that do not want to be discovered. They are aggressively working on this issue and trying to identify all aspects of homelessness.

Member Herndon stated that they have lost two tenants at Water's Edge Condominiums due to the homeless issue.

Ex-Officio/Councilmember Gibson stated that Dr. Marbut informed him that St. Petersburg saw a ninety three percent reduction in the homeless population upon implementation of the project.

**Member Starova moved to fund one hundred 'no trespassing' signs for the homeless project in the amount of one thousand six hundred three dollars. The motion was duly seconded and carried unanimously.**

#### **8. Approve the Minutes from the April 4, 2012 Regular Monthly Meeting**

Ms. Fogarty France stated that on page eight, the statement 'Ex-Officio/Councilmember Gibson stated that it costs half a *billion* dollars to have special events in downtown Clearwater' should be changed to 'Ex-Officio/Councilmember Gibson stated that it costs half a *million* dollars to have special events in downtown Clearwater'.

**Member Wright moved to approve the minutes from the April 4, 2012 meeting with the amendment that 'half a billion dollars' be changed to 'half a million dollars' on page eight. The motion was duly seconded and carried unanimously.**

#### **9. Approve the Minutes from the May 2, 2012 Regular Monthly Meeting**

**Member Wright moved to approve the minutes from the May 2, 2012 meeting. The motion was duly seconded and carried unanimously.**

#### **10. Adopt April 2012 Financial Statement for Filing**

**Vice-Chairman Bosi moved to adopt the April 2012 Financial Statement for filing. The motion was duly seconded and carried unanimously.**

#### **11. 2012 DDB Sponsorship Request Forms – Anne Fogarty France**

Chairman Allbritton stated that the board has been given a packet of 2012 sponsorship request forms. He asked them to go through these forms and prepare questions to ask the applicants at next month's meeting.

Ms. Fogarty France asked if the board would like to have the applicants attend next month's meeting and present their requests to the board to which board members responded yes.

#### **12. Adopt Preliminary Budget FY 2012-2013 – Chairman David Allbritton**

**Vice-Chairman Bosi moved to adopt the preliminary budget for fiscal year 2012-2013. The motion was duly seconded and carried unanimously.**

Ms. Lopez stated that they received the numbers from the property appraiser's office and they had underestimated the decrease in value. They had originally budgeted interest income at a six percent decrease but in actuality it is going to be a seven point four six decrease. The board can leave the budget as is for now since they are still in the discussion process. They will have time to make any changes in the following months.

Member Wright stated that the preliminary budget is projecting ten thousand dollars in interest income and suggested that the amount be changed to six thousand dollars to reflect less funds being received. Ms. Lopez agreed that this change should be made.

#### **13. Amend the operating budget at mid-year for the DDB for fiscal year 2011-12 and adopt Resolution 01-12 – Chairman David Allbritton**

Ms. Fogarty France stated that the budgeted amendment information was provided to the board. She noted that a new rule has been passed that requires amendments to be adopted by a resolution.

Chairman Allbritton read resolution number 01-12.

**Member Wright moved to adopt Resolution 01-12 as read. The motion was duly seconded and carried unanimously.**

#### **14. Chairman's Report**

Chairman Allbritton stated that he will give an overview of the Star Spectacular event at next month's meeting. He also stated that a lot of people showed up for the last Blast Friday event and that he does not think he has ever seen that many people attend an event in downtown Clearwater before.

#### **15. Final Comments**

Vice-Chairman Bosi and Member Wright had no comments.

Member Starova stated that Green Organics closed their doors on Friday, June 1, 2012 which makes them the third restaurant to close in the past six months. Each business has their own set of problems and the events on Cleveland Street are helping but it is getting harder for merchants to keep their doors open. They are doing everything to try and bring more people to the area. A lot of good events are being held on

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Cleveland Street but if the city can just get the Cleveland Street District brand name established that will be even better. It will be a huge help if the CRA can help cover costs that the DDB cannot cover.

Member Herndon stated that he commends the city council for attempting to take care of the homeless situation. He also stated that there are a lot of vacant lots on Cleveland Street and that is what is making it hard to promote the area. The city will continue to lose tenants unless more businesses and attractions open in the area.

Member Belanger stated that there is an initiative for technology that is circulating. The singular thing to do to bring technology companies to downtown Clearwater is to create an incubator for technology startups. If they get a decent incentive to open their business on Cleveland Street they are more likely to stay in the area.

Member Morfopoulos stated that the homeless project is a very worthwhile effort and that they need to make downtown Clearwater an easier place to do business. He feels that the DDB should not offer grants to new businesses and companies should either rise or fall on their own merits. They have lost grant money from businesses closing. He also stated that Tarpon Springs has a very friendly and inviting atmosphere and they need to do the same in Clearwater.

Ex-Officio/Councilmember Gibson stated that the homeless issue is a really important problem that they need to take care of. He also stated that tomorrow, June 7, 2012 they will be voting on approval of incentives that will help bring technology businesses to downtown Clearwater. The Clearwater Marine Aquarium (CMA) will be looking for a place to relocate and it would be wonderful if they could move downtown where the marina is.

Ex-Officio/Councilmember Polglaze stated that the city council's first priority is their investment in downtown Clearwater. They feel that businesses cannot sustain each other because the environment has not yet been completely created for them. They are looking to bring more businesses to the area with the help of Ms. Orr and Ms. Lopez which in turn will bring more people to Cleveland Street District. If they can acquire anchor tenants they will be one step closer to a successful downtown. The city and the DDB have to work together to accomplish these goals for a better Clearwater.

## **16. Adjournment**

Chairman Allbritton adjourned the June 6, 2012 regular meeting of the Clearwater Downtown Development Board at 8:08 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA

Wednesday, June 6, 2012 - 5:30 pm

06.06.12.01

**Member Belanger moved to adopt the 2011 audit report as presented. The motion was duly seconded and carried unanimously.**

06.06.12.02

**Member Starova moved to fund one hundred ‘no trespassing’ signs for the homeless project in the amount of one thousand six hundred three dollars. The motion was duly seconded and carried unanimously.**

06.06.12.03

**Member Wright moved to approve the minutes from the April 4, 2012 meeting with the amendment that ‘half a billion dollars’ be changed to ‘half a million dollars’ on page eight. The motion was duly seconded and carried unanimously.**

06.06.12.04

**Member Wright moved to approve the minutes from the May 2, 2012 meeting. The motion was duly seconded and carried unanimously.**

06.06.12.05

**Vice-Chairman Bosi moved to adopt the April 2012 Financial Statement for filing. The motion was duly seconded and carried unanimously.**

06.06.12.06

**Vice-Chairman Bosi moved to adopt the preliminary budget for fiscal year 2012-2013. The motion was duly seconded and carried unanimously.**

06.06.12.07

**Member Wright moved to adopt Resolution 01-12 as read. The motion was duly seconded and carried unanimously.**