

**CLEARWATER DOWNTOWN DEVELOPMENT BOARD**  
January 4, 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>Treasurer</b>
	<b>Paris Morfopoulos</b>	<b>Member</b>
	<b>John Herndon</b>	<b>Member</b>
<b>Absent:</b>	<b>Sean Belanger</b>	<b>Member</b>
	<b>Bledar “Tony” Starova</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>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. Oath of Office - David Allbritton, Dennis Bosi, John Herndon**

Ms. Fogarty-France administered the oath of office to Chairman Allbritton, Vice-Chairman Bosi and Member Herndon.

**2. Citizen Comments -Items Not on the Agenda**

Howard Warshauer stated that in 1949 the city council designated the Harborview site as public space for a park and hired someone to plan the site. The plan however did not go through because Mayor Finch proposed a plan in 1952 to swap the bluff property for the current Coachman Park site and sell the bluff property to Maas Brothers.

Mr. Warshauer stated that professional planners, RTKL Associates, were hired by the city in 1976 and they stated in their plan for downtown Clearwater that ‘the waterfront area should be strongly linked to downtown and become a major activity center of public-oriented open space that would preserve waterfront views from downtown areas atop the bluff.’

Mr. Warshauer stated that in 1983 voters of Clearwater passed a referendum that all property west of Osceola Avenue should be for public use. This vote was again reaffirmed in 2001 which put a halt to any possible development on the bluff.

Mr. Warshauer stated that the Downtown Development Board (DDB) paid \$35,000 in 2005 to fund a Downtown Clearwater Market Study. It stated that ‘the waterfront and Coachman Park should be more effectively linked with the primary business district along Cleveland Street’ and that ‘it is important that strong pedestrian linkages to the core retail and business district of the City are established and maintained in order for Downtown businesses to benefit from activity in the Park.’

Mr. Warshauer stated that last month he approached the board and requested that he be put on the January agenda to do a presentation on expanding and enhancing Coachman Park. He thought that Ms. Fogarty-France would provide him with a date and time for his presentation. Instead he received an e-mail from

her on December 21<sup>st</sup> stating that Chairman Allbritton did not want a presentation from the Coachman Park Enhancement Committee (CPEC) because he felt that it was not the right time for this project.

Mr. Warshauer stated that the DDB's bylaws state that 'the chair shall be the chief executive officer of the DDB, shall have general direction and control of the business of the DDB subject to the directions of the DDB.' He is only asking for time to make a presentation regarding the committee's findings. The committee is looking to expand the park and enhance it so that it is better connected to downtown Clearwater. They plan to attract residents and organizations in the area all year round by organizing and hosting a variety of events. The implementation of their plan will take place after the Clearwater Marine Aquarium (CMA) vacates the Harborview Center. He also stated that this idea has been successfully implemented all over the country and has improved the downtown areas. They have done their research and have evidence that this plan works.

Mr. Warshauer stated that a plan like this takes approximately three to five years to develop so the discussions need to begin now. He is requesting the board to give him a chance to present the CPEC's findings to them.

Vice-Chairman Bosi asked why the presentation was canceled. According to last month's meeting he was granted time to be on the agenda. Then he received an e-mail stating that the presentation was canceled. He wanted to know what the process was when it comes to making a decision about cancelling an agenda item. Chairman Allbritton responded that it is his decision whether an item should be on the agenda or not. He felt that the CPEC's idea was a good one but it was just not the right time with the (CMA) being at the Harborview Center. However, if the board would like to act on this they can do so.

Vice-Chairman Bosi stated that he does not think they need to act on it but they have listened to people in the past even when they did not have all their information. He thought that it was the board's job to listen to ideas and either approve of them or decline them.

Chairman Allbritton stated that they can have Mr. Warshauer give his presentation at the next meeting, if the board wants to hear what he has to say.

Member Wright reminded the board that they just approved \$60,000 in funding for the dolphin exhibit at Harborview Center.

Vice-Chairman Bosi responded that he is not choosing between Mr. Warshauer's plan and the CMA's plan. He just feels that it is not right to give an opportunity to an individual to present his ideas to the board and then rescind the offer.

Member Morfopoulos asked how long it will take Mr. Warshauer to do his presentation to which Mr. Warshauer responded that it will take him approximately 10 to 15 minutes plus he will need time to answer any questions.

**Member Morfopoulos moved to allot 20 minutes on next month's agenda for Mr. Warshauer to do his presentation on behalf of the CPEC. The motion was duly seconded and carried unanimously.**

### **3. Achieva Credit Union Box Car Rally Post Event Report – Dawn Dixon**

Ms. Fogarty-France stated that Dawn Dixon had to cancel her Box Rally report to the board and will reschedule with her for a later date.

**4. Approve the Minutes from the December 7, 2011 Regular Monthly Meeting**

**Member Wright moved to approve the minutes from the December 7, 2011 meeting. The motion was duly seconded and carried unanimously.**

**5. Adopt October 2011 Financial Statement for Filing**

**Vice-Chairman Bosi moved to adopt the October 2011 Financial Statement for filing. The motion was duly seconded and carried unanimously.**

Member Morfopoulos stated that he could not recall why the board delayed adoption of the October 2011 financial statement for filing to which Member Wright responded that he had questions regarding some figures that were not adding up but the issue has been resolved. The wording for the 'Retained Earnings' line item has been changed to 'Revenues in Excess of Expenditures.'

**6. Adopt November 2011 Financial Statement for Filing**

**Vice-Chairman Bosi moved to adopt the November 2011 Financial Statement for filing. The motion was duly seconded and carried unanimously.**

Member Morfopoulos stated that the board received a letter from the Star Spectacular regarding event expenses and asked how that affects their financials to which Ms. Fogarty-France responded that the expenses do not affect the November 2011 financial statement since the costs were incurred in October. She stated that the board created a line item for the event since it took place at the beginning of the 2011-12 fiscal year and they needed to re-appropriate the funds from 2011 to 2012.

Member Morfopoulos stated that the October 2011 statement shows a budgeted amount of \$7030 dollars but the November 2011 statement only shows \$6,005 to which Ms. Fogarty-France responded that it will all make sense next month and that they did not have a budget line item for the Star Spectacular at the beginning of the fiscal year. Next month the board will also see revenues from t-shirt sales as well as ticket sales. She will have a small worksheet for the board to show them what was paid out and what was received.

Member Morfopoulos asked if all this will be reflected in the December statement to which Ms. Fogarty-France responded yes.

Vice-Chairman Bosi asked what the total revenue was to which Ms. Fogarty-France responded \$9,000.

**7. Second Quarter FY 2011-12 Budget Amendment - Anne Fogarty France**

Ms. Fogarty-France stated that costs in the amount of \$7030 were incurred for the Star Spectacular event. This amount was reflected in the Non-Budgeted Events line item and she requested the board to move the amount to the newly created Star Spectacular line item in the November budget.

**Member Wright moved to move \$7030 from the Non-Budgeted Events line item to the Star Spectacular line item in the November budget. The motion was duly seconded and carried unanimously.**

## **8. Clearwater Downtown Partnership & Clearwater Downtown Events Report – Bill Sturtevant**

Bill Sturtevant stated that back in October 2008 an idea emerged for December's Miracle on Cleveland Street event. Later on it became part of the Fourth Friday events. The idea for Fourth Friday was to bring people to downtown Clearwater which it did. Every month he gave the DDB a report of the event's progress. Now the event has transitioned to Ruth Eckerd Hall and they have done an excellent job in organizing the events. They have an incredible lineup for the year to come. At this juncture Blast Friday is well under control but he will continue to observe its progress and the board's feedback is always welcome. He also stated that they were concerned about the Miracle event last year because it is the cornerstone event in the area. A lot of planning went into it and it was an incredible success.

Mr. Sturtevant stated that when Largo decided to start their own First Friday event they contacted Jenny Esno for her help. They wanted to make their event similar to the Blast Friday events. It is very exciting that another area wants to use Clearwater's event as a basis for its own event.

Mr. Sturtevant stated that they are partnering with Economic Development to help market to the technology industry in the bay area to try and bring them to downtown Clearwater.

Vice-Chairman Bosi asked if Ruth Eckerd Hall is running all the Blast Friday events in its entirety to which Mr. Sturtevant responded yes.

Vice-Chairman Bosi asked if Ruth Eckerd Hall should be coming to the board to let them know how things are going as well to which Mr. Sturtevant responded that the DDB's contract is with Clearwater Downtown Events and that is why he has been giving them the updates. Ruth Eckerd Hall can come and give them the report if they prefer.

Vice-Chairman Bosi stated that they would like to hear from Ruth Eckerd Hall regarding the events performance. Mr. Sturtevant stated that James Raulerson is the manager of the Blast Friday events as well as Capitol Theater and suggested that the board get him to come and do the report. Ms. Fogarty-France can talk to him and arrange for him to come to a meeting.

Member Wright asked if they were providing funding for Blast Friday to Clearwater Downtown Events and not Ruth Eckerd Hall to which Mr. Sturtevant responded yes.

Vice-Chairman Bosi asked if a time will come when they will be dealing only with Ruth Eckerd Hall and not Clearwater Downtown Events to which Mr. Sturtevant responded that it was entirely up to the board.

Member Morfopoulos asked if there was a distinction between Blast Friday and Miracle on Cleveland Street. Mr. Sturtevant responded that there is a distinction because Miracle on Cleveland Street is a holiday/snow event. When Ruth Eckerd Hall took over Blast Friday they promoted the Miracle event as 'Blast Friday's Miracle on Cleveland Street'.

Member Morfopoulos asked if Ruth Eckerd Hall does the Miracle on Cleveland Street event to which Mr. Sturtevant responded yes.

Member Morfopoulos stated that in past discussions they have talked about Blast Friday transitioning from DDB funding to sponsorship funding and asked who they would need to talk to about carrying that

out. Mr. Sturtevant responded that they would need to talk to Ruth Eckerd Hall and that they are actively looking for sponsors.

Member Morfopoulos asked if the Clearwater Downtown Partnership (CDP) is no longer involved in trying to acquire funding to which Mr. Sturtevant responded yes.

Member Wright asked if he knows what the attendance was for the Miracle event to which Mr. Sturtevant responded that in 2010 there were 7,000 people in attendance. There was no way to get a count for last year's event because it was spread out from Fort Harrison Avenue to East Street by the post office but he believes that the attendance was upward of 7,000.

Member Wright asked if Mr. Sturtevant brought the Blast Friday posters to show the board. He stated that it is a great poster that shows all the entertainment for the next five events. It would be good for merchants to post in their store and he would like to get some for the DDB as well. Mr. Sturtevant responded that he does not have the posters with him at this time but he will bring some to give to the board. He also stated that everything is in place for the rest of the Blast Friday series including marketing and lineup.

Mr. Sturtevant stated that having small events on Cleveland Street is still high on his list. The CDP is not that excited about it but he feels that it is imperative to have small events for at least the next 12 months in order to make a positive impact on the area.

## **9. Chairman's Report**

Chairman Allbritton stated that he would like to schedule a planning session because they need to find out in which direction the board would like to go. Mr. Sturtevant previously stated that the Blast Friday events are pretty much running on auto pilot since Ruth Eckerd Hall took over but there are other things that the board can do. He suggested that maybe they can help merchants with their advertising.

Chairman Allbritton stated that it is going to be difficult to hold a meeting in February since Ms. Fogarty-France will be out of the office for a while. He spoke with Ms. Lopez who stated that she had nothing on the agenda for February so he suggested that the board skip the February meeting and resume in March.

Member Wright stated that he will be out of town the first week of March so he will not be able to attend that meeting and requested the board not to skip the February meeting.

Chairman Allbritton stated that Ms. Fogarty-France needs to be in attendance to ensure that everything runs smoothly.

Vice-Chairman Bosi stated that Cherin Thompson can record the minutes and report back to Ms. Fogarty-France.

Ms. Fogarty-France stated that she will be out of the office on medical leave for a month beginning January 17<sup>th</sup>.

Vice-Chairman Bosi stated that they can have their planning session instead of their regular meeting.

Chairman Allbritton asked the board if they were all in agreement to having a planning session in February to which they responded yes.

Ms. Fogarty-France asked if they would like to hear the Coachman Park presentation at the February meeting or would they prefer that Mr. Warshauer give his presentation during the March meeting since it will be televised. Member Herndon responded that he feels it would be better if Mr. Warshauer does his presentation in March so that he will be better prepared.

Vice-Chairman Bosi asked Mr. Warshauer when he would prefer to do his presentation to which Mr. Warshauer responded that he would prefer to do it in February since his presentation is about planning.

## **10. Election of Officers**

### **a. Treasurer**

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

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

### **b. Vice-Chairman**

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

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

### **c. Chairman**

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

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

## **11. Final Comments**

Member Wright stated that he was at the Marriott Marina in downtown Tampa and he met a couple that was staying on a boat. They informed him that they came from New Port Richey and he asked them if they ever came down to Clearwater. They told him that Clearwater was their second most favorite place and that they are treated royally at the marina but they wish there was more to do in the area.

Member Wright wished Ms. Fogarty-France best of luck on her surgery.

Vice-Chairman Bosi stated that he attended the last Blast Friday where he ran into some friends who came from Dunedin and stayed at the Clearwater Marina. They really loved it there so it looks like word

is getting around. He also thanked Mr. Sturtevant for all the hard work he has put into Blast Friday and he is looking forward to working with everyone for another year.

Member Morfopoulos stated that he noticed that Chairman Allbritton makes a motion which is seconded, voted on by the board and then discussed. He feels that the board should discuss the topics before a motion is made. Vice-Chairman Bosi stated that the correct procedure is as follows: discussion, motion, second, and vote.

Member Morfopoulos asked if there was any way to have a discussion first to which Chairman Allbritton responded that they usually have a long discussion before the vote except for items that are regularly on the agenda such as approving the minutes and adopting the financial statement for filing.

Member Morfopoulos stated that when people make presentations requesting funding, the board sometimes tends to make an impulsive decision. He requested that they take some time to think about the request and its benefits before they make a decision. Chairman Allbritton responded that the board goes through a process where people that are requesting funding have to fill out an application and the board has a chance to review their request before the presentation is made. The board is leaning toward having sufficient time to review funding requests before a decision is made. Vice-Chairman Bosi stated that this might be a good topic to bring up during the planning session.

Member Herndon stated that he is looking forward to being a part of the board. He lives downtown and what the board has been doing to help develop the area is very good but there are still a lot more things to be done and he feels that Coachman Park is a key to the success of downtown Clearwater.

Ex-Officio/Councilmember Doran stated that on January 1<sup>st</sup> Dunedin had a full double page advertisement in the newspaper. There have been discussions over the years if the DDB should collaborate with downtown merchants for advertising.

Ex-Officio/Councilmember Doran stated that it is great to have the Dolphin Tale Adventure open at Harborview Center and that it is bringing people to downtown Clearwater during the day. He asked Ms. Fogarty-France if there is anything inside the Dolphin Tale Adventure to direct people to Cleveland Street to which Ms. Fogarty-France responded yes. He asked Ms. Fogarty-France if it is visible to which she responded that it will be. Ms. Orr and Ms. Fogarty-France are working together with the manager of the Dolphin Tale Adventure to have something bigger and better put in place to better direct people to Cleveland Street District.

Vice-Chairman Bosi suggested that maybe they can put a kiosk near where people are waiting to get on the Jolley Trolley to which Ex-Officio/Councilmember Doran responded that the kiosk would have more exposure inside the Dolphin Tale Adventure instead of at the Jolley Trolley stop.

Ex-Officio/Councilmember Doran stated that they had a good year and he feels that 2012 will be a good year for everyone.

Ex-Officio/Councilmember Gibson asked when the February meeting was to which Ms. Fogarty-France responded February 1<sup>st</sup>.

Member Wright stated that the Dolphin Tale Adventure has brought in more than 10,000 visitors to downtown Clearwater.

Ex-Officio/Councilmember Doran stated that a new restaurant called Krave has opened on Cleveland Street and they have great food. If everyone supports it then it will be able to remain open. Chairman Allbritton stated that he has eaten there as well and they have a very nice décor.

## **12. Adjournment**

Chairman Allbritton adjourned the January 4, 2012, regular meeting of the Clearwater Downtown Development Board at 6:28 p.m.



CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA  
Wednesday, January 4, 2011 - 5:30 pm

01.04.12.01

**Member Morfopoulos moved to allot twenty minutes on next month's agenda for Mr. Warshauer to do his presentation on behalf of the CPEC. The motion was duly seconded and carried unanimously.**

01.04.12.02

**Member Wright moved to approve the minutes from the December 7, 2011 meeting. The motion was duly seconded and carried unanimously.**

01.04.12.03

**Vice-Chairman Bosi moved to adopt the October 2011 Financial Statement for filing. The motion was duly seconded and carried unanimously.**

01.04.12.04

**Vice-Chairman Bosi moved to adopt the November 2011 Financial Statement for filing. The motion was duly seconded and carried unanimously.**

01.04.12.05

**Member Wright moved to move \$7030 from the Non-Budgeted Events line item to the Star Spectacular line item in the November budget. The motion was duly seconded and carried unanimously.**

01.04.12.06

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

01.04.12.07

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

01.04.12.08

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